

(d) presenting the set of records optimized based on the determined economic parameters and the defined user characteristic.

30. The method according to claim 29, wherein the user characteristic comprises health information.

31. The method according to claim 29, wherein the user characteristic comprises a nutritional status.

32. The method according to claim 29, wherein each record corresponds to a respective nutritional supplement.

33. The method according to claim 32, wherein the economic parameters correspond to a cost of a respective nutritional supplement.

34. The method according to claim 29, wherein said presenting comprises outputting a sorted list of the set of records having an order dependent on the determined economic parameters and the defined user characteristic.

35. The method according to claim 29, wherein the user characteristic comprises a population grouping.

36. The method according to claim 29, further comprising the steps of determining a risk tolerance of the user and further optimizing the presented set of records based on the determined risk tolerance.

37. The method according to claim 29, further comprising the steps of receiving feedback from the user relating to the presented set of records and re-optimizing the presented set of records to generate a revised presented set of records.

38. The method according to claim 29, further comprising the steps of providing a plurality of optimization procedures and selecting at least one of the optimization procedures for optimizing a presented set of records for the user.

39. The method according to claim 29, further comprising the step of transacting a sale of at least one presented set of records with the person.

40. The method according to claim 39, wherein said sale comprises an electronic data transmission between a client system and a server system.

41. The method according to claim 40, wherein the electronic data transmission between the client system and the server system is carried over the Internet.

42. A computer readable medium having recorded thereon a series of computer implemented instructions for controlling a computer to execute the method according to claim 29.

43. The medium according to claim 42, further comprising the steps of generating a graphic user interface and interacting with the user through the graphic user interface.

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44. A method for presenting records to a user, comprising the steps of:

- (a) determining a user relevance parameter;
- (b) defining a set of records based on a classification of information therewithin;
- (c) determining economic parameters for each of the set of records; and
- (d) presenting the set of records optimized based on the determined economic parameters and the determined relevance parameter.

45. The method according to claim 44, wherein the user characteristic comprises health information.

46. The method according to claim 44, wherein the user characteristic comprises a nutritional status.

47. The method according to claim 44, wherein each record corresponds to a respective nutritional supplement.

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48. The method according to claim 47, wherein the economic parameters correspond to a cost of a respective nutritional supplement.

49. The method according to claim 44, wherein said presenting comprises outputting a sorted list of the set of records having an order dependent on the determined economic parameters and the defined user characteristic.

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50. The method according to claim 44, wherein the user characteristic comprises a population grouping.

51. The method according to claim 44, further comprising the steps of determining a risk tolerance of the user and further optimizing the presented set of records based on the determined risk tolerance.

52. The method according to claim 44, further comprising the steps of receiving feedback from the user relating to the presented set of records and re-optimizing the presented set of records to generate a revised presented set of records.

53. The method according to claim 44, further comprising the steps of providing a plurality of optimization procedures and selecting at least one of the optimization procedures for optimizing a presented set of records for the user.

54. The method according to claim 44, further comprising the step of transacting a sale of at least one presented set of records with the person.

55. The method according to claim 54, wherein said sale comprises an electronic data transmission between a client system and a server system.

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56. The method according to claim 55, wherein the electronic data transmission between the client system and the server system is carried over the Internet.

57. A computer readable medium having recorded thereon a series of computer implemented instructions for controlling a computer to execute the method according to claim 44.

58. The medium according to claim 57, further comprising the steps of generating a graphic user interface and interacting with the user through the graphic user interface.

59. A method for outputting a set of records, comprising the steps of:

- (a) receiving a specification from the user for a class of information relating to a plurality of records, said plurality of records having associated economic parameters;
- (b) determining a relevance parameter; and

(c) optimizing a presented ranking of the records based on the economic parameters and the relevance parameter.

60. The method according to claim 59, wherein the defined user characteristic comprises a population grouping.

61. The method according to claim 59, further comprising the steps of providing a plurality of optimization procedures and selecting at least one of the optimization procedures for optimizing a presented set of records for the user.

62. The method according to claim 59, further comprising the steps of providing a plurality of relevance profiles, and selecting a relevance profile to define the relevance parameter.

63. The method according to claim 59, further comprising the step of transacting a sale of at least one record with the user.

64. The method according to claim 59, further comprising the steps of providing a client terminal having an interface for the user, providing a server for receiving information from the user and generating the presented ranked records, and communicating between the client terminal and server over a computer network.

65. A computer readable medium having recorded thereon a series of computer implemented instructions for controlling a computer to execute the method according to claim 59.

66. The medium according to claim 65, further comprising the steps of generating a graphic user interface and interacting with the person through the graphic user interface.

67. A method of producing a ranked set of results for a user inquiry, comprising the steps of:

- (a) determining a set of characteristics for a class of users;
- (b) classifying a user with respect to the class based on a user characteristic;
- (c) receiving an inquiry from the user;
- (d) producing a set of responses to the inquiry, at least one response having an associated economic parameter; and
- (e) ranking a set of query results based on the set of characteristics and economic parameter.

68. The method according to claim 67, further comprising providing a plurality of classes, wherein said classifying step comprises classifying the user within a single class.